

Now


**LUCKY  
STRIKE**

# the real Burley cigarette

**YOU'VE** had the real Burley cigarette coming to you for a long time.

Last year you rolled billions of Burley cigarettes—because you couldn't buy them ready-made. You certainly do love Burley; 60 million pounds were poured out of those green, blue and red boxes last year.

Do you know why you couldn't buy them? The shredded Burley didn't work right for a cigarette—flavor didn't hold.

So we had to go back to the old kitchen stove for the right idea. And that old kitchen stove gave us a new principle in cigarette making.

### The Burley tobacco — it's toasted

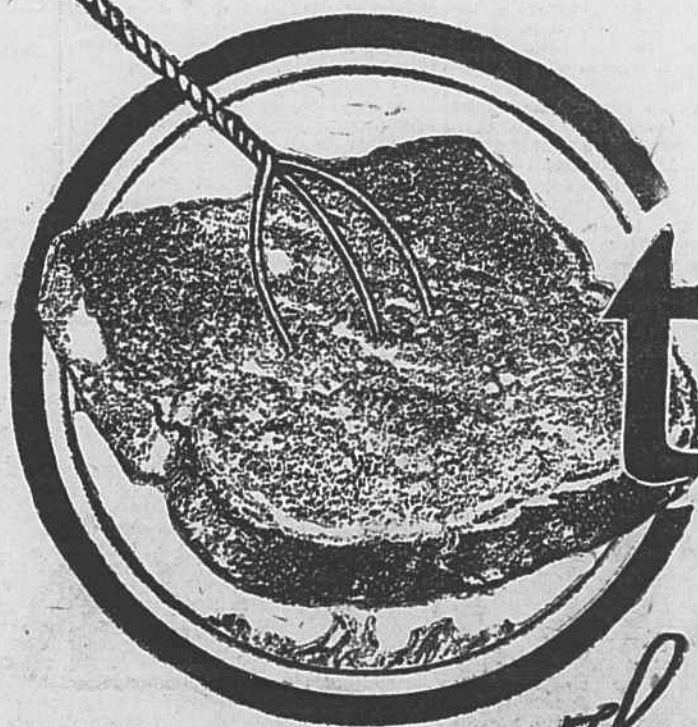
Just like buttered toast, hot; simple, isn't it. All big discoveries are.

So there's Lucky Strike your real Burley cigarette at last — with the tobacco toasted to hold the flavor.

"It's toasted"—that makes you want to try one, quick. And the sooner you do the sooner you'll make a life contract with Lucky Strike, the real Burley cigarette.



# It's



# toasted

**20  
for  
10¢**

If your dealer does not carry them, send \$1 for a carton of 10 packages to The American Tobacco Co. N.Y. City



Our men will demonstrate to you how the tobacco is toasted—at many stores

Guaranteed by

*The American Tobacco Co.*  
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